



NAME : **DR. REENA RAJ**

Designation / Present Position : Head and Assistant Professor

Official Address For Communication : DEPARTMENT OF COMMERCE  
St. Joseph's College Of Arts And Science For Women  
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Broad Field Of Research : Finance

Qualification : M.Com., M.Phil., Ph.D.

DEGREE	SUBJECT	INSTITUTION	YEAR
Ph.D	Commerce	MGR College, Hosur.	2019
M.Phil.	Commerce	Bharathiar University, Coimbatore	2000
PG	Commerce	Govt. Arts College, Coimbatore	1997
UG	Commerce	PSGR Krishnammal College For Women, Coimbatore	1995

Discipline / Area of Specialization : FINANCE

#### TEACHING EXPERIENCE / EMPLOYMENT HISTORY:

Total years of experience: 18 years

DESIGNATION	FROM	TO	UNIVERSITY / INSTITUTION
Assistant Professor	Aug 1997	June 2003	RVS College Of Arts And Science , Coimbatore
Assistant Professor	July 2003	April 2004	Don Bosco Degree College, Hyderabad
Faculty Member	May 2004	November 2004	ICFAI University, Hyderabad
Assistant Professor	July 2010	Till Date	St. Joseph's College Of Arts And Science For Women, Hosur.

## **ACHIEVEMENTS**

- Senate member of Periyar University from the year 2022-23.
- Guided 6 M.Phil. candidates and over 50 M. Com Projects.
- Question paper setter for various Autonomous Colleges.
- Delivered Inaugural address in the seminar on Implications of Social change in family life on 27<sup>th</sup> February, 2020 at Arignar Anna College, Krishnagiri.
- Acted as Resource Person in the Inaugural of Commerce Association on 4<sup>th</sup> October, 2021 on the topic: Impact of Covid 19 on business.
- Acted as Moderator for Panel Discussion on the topic :Significance of Research in Social Sciences at St. Francis De Sales College, Bengaluru on 21<sup>st</sup> February, 2023.
- Member of the Doctoral Committee at Karunya University, Coimbatore.
- Served as Chief Superintendent of Examinations for the Periyar University Examinations during 2020-21 and 2021-22.
- Acted as External Examiner for M.Phil viva-voce examinations at Periyar University.
- Coordinator of EDP cell at St. Joseph's College, Hosur.
- Coordinator for ISO 9001 – 2015 at St. Joseph's College, Hosur.
- Coordinator of AISHE and NIRF at St. Joseph's College, Hosur.
- Coordinator of Research Committee St. Joseph's College, Hosur.
- Served as Staff Secretary at St. Joseph's College, Hosur for the two academic years 2020-21 and 2021-22.
- Completed the Lead Auditor course on "Environment Management system, Green campus audit and Energy audit" to educational institutions and industries organized by Nature Science Foundation.
- Organized many national level and international level conferences, Faculty Development programs and webinars.

## **WORKSHOPS / SEMINARS ATTENDED**

### **SEMINARS ATTENDED :**

1. One Day seminar on "Foreign Direct Investment in Retailing" organized by AVS College of Arts And Science, Salem on 27/1/2012.
2. One Day seminar on Challenges and Prospects in HR In the Modern Era" organized by Gongzaga College of Arts & Science for Women, Krishnagiri on 28/2/2013.
3. One Day seminar on "A Peep Into The Working Of Trading In Stock Markets And Currency Derivatives" organized by Jyoti Nivas College, Bangalore on 28/8/2014.
4. One Day seminar on "Banking on the Future: Vision 2020 organized by St. Joseph's College of Commerce, Bangalore on 22/9/2017.
5. Two Days seminar on " The Digital World: Emerging Trends in Management, Chemistry, IT, Literacy and Cultural Studies" organized by Jyoti Nivas College, Bangalore on 27 & 28/09/2018.

6. One Day National level seminar on Impact of Digital Money in India Krishna Arts and Science College 24<sup>th</sup> February, 2023

#### **WORKSHOPS ATTENDED :**

1. One Day Workshop on “The Application Of Statistical Tools, Techniques And Writing Skills In Research Methodology” organized by Arignar Anna College(Arts And Science), Krishnagiri on 9/2/2013.
2. Two Days Workshop on “Two Day National Workshop On SPSS Applications In Business Research” organized by School Of Commerce, Bharathiar University, Coimbatore on 6<sup>th</sup> & 7<sup>th</sup> March 2015
3. One Day Workshop on “Micro Analysis of Financial Statement” organized by Jyoti Nivas College, Bangalore on 20/10/2015.
4. Two Days Workshop on “Time Series and Panel Data Econometrics” organized by Xavier Institute of Management & Entrepreneurship, Bangalore on 28 & 29th July 2017.
5. Two Days Workshop on “Research in Social Science Using SPSS and R Programming” organized by RV Institute of Management on 22 -24 /08/2019.
6. One day workshop on “Data Processing and Automation For NIRF”, Don Bosco College , Yelagiri Hills, Vellore on 8/11/2019

#### **PRESENTED PAPERS IN INTERNATIONAL CONFERENCES / SEMINARS :**

1. **“Consumers’ Perception on Green Marketing”** in the International Conference on “Self-Reliant India – Opportunities and Challenges for sustainable development of business” at ST. Francis De Sales College, Bengaluru.
2. **“Impact of Covid-19 on E-pharmacies and its users”** in the International conference on Innovative practices in Commerce, Management, Humanities and Technology at Patrician College
3. **“A Comparative Study on Risk Management of Selected Public and Private Sector Banks in India”** in the International Conference at St. Joseph's College of Arts & Science for Women, Hosur on 09/08/2019.
4. **“Impact of Liquidity Risk on Profitability: A Case Study on Bank of Baroda”** in the International Conference at Sankara College of Science And Commerce, Saravanampatty, Coimbatore on 28/9/2017.
5. **“Empowering Women through Microfinance”** in the International Conference on

- “Competency Building strategies in Business and Technology for Sustainable Development” at Sri Ganesh School of Business Management on 1/9/2016.
6. **“Risk Management in Banks”** in the International Conference at Kailash Women's College, Salem on 22/8/2014.
  7. **“A Study on Job Stress at Work and How to Manage Stress - Case Study”** in the International Conference at PGP College of Arts & Science for Women, Namakkal on 15/2/2014.
  8. **“Stress Management”** in the International Conference at PGP College of Arts & Science for Women, Namakkal on 15/2/2014.
  9. **“Traits and Responsibilities of Leadership - An Overview”** in the International Conference at PGP College of Arts & Science for Women, Namakkal on 15/2/2014.
  10. **“Business Ethics and Corporate Social Responsibility”** in the International Conference on Impact of Global Crisis on Indian Business Scenario “at Vivekananda College For Women on 4/1/2014.
  11. **“Financial Inclusion”** in the International Conference on Impact of Global Crisis on Indian Business Scenario “at Vivekananda College for Women” on 4/1/2014.

#### **PRESENTED PAPERS IN NATIONAL CONFERENCE / SEMINARS:**

1. “Applications of Artificial Intelligence in Banking Sector” in the National Level Conference on Recent Trends in Business Intelligence and Artificial Intelligence organized by MGR College, Hosur on 24<sup>th</sup> February, 2023
1. **“A Study On Merger And Acquisition Of Selected Private Sector Banks In India”** in the National Conference on Recent Trends in Commerce and Management at Loyola College Of Arts And Science, Namakkal on 07/02/2018.
2. **“Risk Management In Cloud Banking”** in the National Conference –“ Paradigm shift towards Cloud Banking” at Sankara College Of Science And Commerce, Saravanampatty, Coimbatore on 28/09/2017.
3. **“Risk Management in Banks” in the National Conference on “New Dimension in M-Commerce”** at Gonzaga College of Arts and Science for Women, Krishnagiri on 09/09/2016.
4. **“A Comparative Study On Non-Performing Assets Of SBI And IDBI Bank”** in the National Conference on “Contemporary Issues in Commerce and Management” at St. Joseph's College of Arts & Science for Women, Hosur on 01/09/2016.
5. **“Financial Analysis of Public Sector Banks Using Camel Approach”** in the National Conference on “Contemporary Issues in Commerce and Management “At St. Joseph's College of Arts & Science for Women, Hosur on 01/09/2016.

6. **“Risk Management in Banks”** in the National Conference on “The Role of Trade and Commerce in Revisiting Indian Economy: Sectors Specifics Challenges and Opportunities” at Kailash Women’s College, Salem on 22/08/2014.
7. **“Technological Innovations In Indian Banking Sector”** in the National Conference on “Innovations and Challenges – Emerging Technologies for Economic Growth” At Shri Sakthi Kailassh Women's College on 08/09/2014.
8. **“Mergers and Acquisitions of Companies and Its Impact on Customers”** in the National Conference on “Emerging Management Trends and Strategies” at Periyar University of Management Studies on 6<sup>th</sup> and 7<sup>th</sup> March, 2014.

#### **FACULTY DEVELOPMENT PROGRAMMES ATTENDED:**

1. **Two days Faculty Development Workshop on “Outcome Based Education”** At Don Bosco College, Yelagiri Hills, Vellore held on 26 & 27/10/2018.
2. **Enhanced Teaching Skills**, Jyoti Nivas College, Bangalore held on 4/8/2017.
3. **Strategic Innovation In Higher Education**, Christ University, Bangalore held on 10-12th May 2017.
4. **Legal Awareness Programme**, St. Joseph's College Of Arts & Science For Women, Hosur held on 25-26/10/2016.
5. **One Day Training Programme On Urkund: Plagiarism Detection Software For Research Supervisors**, Periyar University, Salem held on 8/9/2016.
6. **Faculty And Placements Officer’s Training Programme On Students Placements 2012-13** held on 14-16/12/2012 at MGR College, Hosur.

#### **NUMBER OF PUBLICATIONS (INTERNATIONAL / NATIONAL) :**

#### **RECENT PAPERS PUBLISHED**

1. **Comprehensive Review of functions of Blockchain and Crypto currency in finance and banking**, Design Engineering, ISSN No. 0011-9342, January 2021, Issue 9, pages 3649 3655
2. **A Comparative Study on Risk Management of S0elected Public and Private Sector Banks in India**, Test Engineering and Management, The Mattingley Publishing Co., Inc., January – February 2020 ISSN: 0193 -4120 Page No. 9731-9740.
3. **Risk Management in Cloud Banking**, Journal of Emerging Technologies and Innovative Research, www.jetir.org (ISSN-2349-5162. © 2018 JETIR November 2018, Volume 5, Issue 11.
4. **A Study On Merger And Acquisition Of Selected Private Sector Banks In India**, Contemporary Research in Commerce & Management, ISBN 978-93-86647-95-5/PP 53-62.
5. **A Comparative Study On Credit Risk Management Of Selected Public And Private Sector**

**Banks**", International Journal of Research in Economics and Social Sciences ISSN(o), Vol78, Issue 1 Jan 2018, ISSN (O) 2249-7382, I Factor: 6.939 (UGC Approved)

**6. Impact of Liquidity Risk on Profitability: A Case Study On Bank Of Baroda**, International Journal Of Research In Economics And Social Sciences (IJRESS), Vol7 Issue 9 Sep 2017, ISSN (O) 2249-7382.

**7. A Comparative Study on Non-Performing Assets of SBI and IDBI Bank**, Indo Global Journal Of Commerce And Economics, ISSN NO. 2393-9796 Vol 3 / Issue 4.

**8. Financial Analysis Of Public Sector Banks Using Camel Approach**, Indo Global Journal Of Commerce And Economics, ISSN NO. 2393-9796 Vol 3 / Issue 4.

**9. Empowering Women through Micro Finance**, Indo Global Journal Of Commerce And Economics, ISSN NO 2393-9796, Vol-3, Issue -1, April 2016.

**10. "Traits And Responsibilities Of Leadership - An Overview"**, International Conference on Impact on Global Crisis on Indian Business Scenario, ISBN 978-93-80506-10-4.

**11. Business Ethics and Corporate Social Responsibility**, International Conference on Impact on Global Crisis on Indian Business Scenario, ISBN 978-93-50506-09-08.

**12. "Financial Inclusion"**, International Conference on Impact on Global Crisis on Indian Business Scenario, ISBN 978-93-50506-09-08.